

Entity Name	Entity Attribute Name	Entity Table Column Datatype	Description
	Resource_ID	NUMBER	Identifier of the owning resource
	Time_Value	NUMBER	Time index of the marginal value
	Capacity_Value	NUMBER	Unit amount of resource marginal value applies
	Marginal_Value	NUMBER	The marginal value
Resource	Data_Set_ID	NUMBER	Identifier of the data set associated with the resource
	Resource_ID	IDENT	Identifier for the resource
	Capacity	NUMBER	Maximum accommodation for the resource
	Expected_Use_Capacity	NUMBER	The probable use of the resource
Resource_Bundle	Data_Set_ID	NUMBER	Identifier of the data set associated with this bundle
	Resource_Bundle_ID	IDENT	Identifier of the bundle
	Unit_Cost	NUMBER	Cost associated with the consumption of a unit of the resource_bundle
Resource_Bundle_to_Demand_Link	Data_Set_ID	NUMBER	Identifier for the data set associated with the resource bundle
	Total_Demand_ID	NUMBER	Identifier of the total demand
	Resource_Bundle_ID	NUMBER	Identifier for the resource bundle
	Optimal_Quantity	NUMBER	Profit optimal demand quantity that is served through this resources bundle
	Optimal_Price	NUMBER	Price value to be charged for the total demand that maximizes the overall profit
Resource_Demand_Function	Data_Set_ID	NUMBER	Identifier of the data set associated with the owning resource
	Resource_ID	NUMBER	Identifier of the owning resource
	Resource_Demand_Type	CHAR(3)	Name of the demand classification
	Demand_Function_Type	CHAR(3)	Name of the function

Entity Name	Entity Attribute Name	Entity Table Column Datatype	Description
Resource_ Demand_ Function_ Parameter	Data_Set_ID	NUMBER	Identifier of the data set associated with the owning resource
	Resource_ID	NUMBER	Identifier of the owning resource
	Resource_Demand_Type	CHAR(3)	Name of the demand classification
	Parameter_Name	CHAR(3)	Unique name of the parameter
	Parameter_Value	NUMBER	Value for the parameter
Resource_ Demand_Time_Pa ttern	Data_Set_ID	NUMBER	Identifier of the data set associated with the owning resource
	Resource_ID	NUMBER	Identifier of the owning resource
	Resource_Demand_Type	CHAR(3)	Name of the demand classification
	Pattern_Type	CHAR(3)	Name of the pattern classification
Resource_ Demand_Time_Pa ttern_Value	Data_Set_ID	NUMBER	Identifier of the data set associated with the owning resource
	Resource_ID	NUMBER	Identifier of the owning resource
	Resource_Demand_Type	CHAR(3)	Name of the demand classification
	Pattern_Type	CHAR(3)	Name of the pattern classification
	Time_Value	CHAR(3)	Index for the value (time based)
	Value	NUMBER	Value (e.g., rate) of the resource demand as it occurs relative to the time of the service delivery
Resource_to_ Bundle_Link	Data_Set_ID	NUMBER	Identifier of the data set associated with the member resource
	Resource_ID	NUMBER	Identifier of the member resource
	Resource_Bundle_ID	NUMBER	Identifier of the owning bundle
	Weight		Member resource's weight in relationship to other member resources
Total_Demand	Data_Set_ID	NUMBER	Identifier of the data set for this total demand
	Total_Demand_ID	IDENT	Identifier for the total demand

Entity Name	Entity Attribute Name	Entity Table Column Datatype	Description
	Unit_Revenue	NUMBER	Revenue realized for each unit of the total demand satisfied
Total_Demand_Function	Data_Set_ID	NUMBER	Identifier for the data set associated with the owning total demand
	Total_Demand_ID	NUMBER	Identifier for the total demand
	Function_Type	CHAR(3)	Name of the function
Total_Demand_Function_Parameter	Data_Set_ID	NUMBER	Identifier of the data set associated through the owning total demand
	Total_Demand_ID	NUMBER	Identifier of the owning total demand
	Function_Type	CHAR(3)	Name of the function type using this parameter
	Parameter_Name	CHAR(3)	Unique name of the parameter
	Parameter_Value	NUMBER	Value for the parameter
Total_Demand_Time_Pattern	Data_Set_ID	NUMBER	Identifier of data set associated through the owning total demand
	Total_Demand_ID	NUMBER	Identifier for the owning total demand
	Pattern_Type	CHAR(18)	Name of the pattern classification
Total_Demand_Time_Pattern_Value	Data_Set_ID	NUMBER	Identifier of data set associated through the owning total demand
	Total_Demand_ID	NUMBER	Identifier for the owning total demand
	Pattern_Type	CHAR(3)	Name of the pattern classification
	Time_Value	NUMBER	Index for the value (time based)
	Value	NUMBER	Value (e.g., rate) of the total demand as it occurs relative to the time of the service delivery

[0062] As would be understood to those of ordinary skill in the art, a database or memory structure can be constructed which includes generic revenue management data model 125. Generic revenue management data model 125 provides many benefits to the field of revenue management. Generic revenue management data model 125 is both industry and algorithm independent, and can thus be used in the optimization of a wide variety of networks. Additionally, because generic revenue management data model 125 is algorithm independent,